

Michael M. Brylawski

Executive VP Business Development and Strategy



Contact

Bright Automotive, Inc

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Experience Summary

Michael Brylawski – Michael oversees product planning, strategic partnerships, and new business activities. He serves as the interim head of sales, service, and marketing, managing the Voice of Customer (VOC) and market-research activities.

Michael has over 15 years experience as an entrepreneur, advisor to Fortune 500 companies, and published thought-leader, focusing on innovative, profitable, customer-driven solutions that emphasize energy efficiency and reduction of America’s dependence on fossil fuels. In 2007 Michael co-founded Bright Automotive, developing the fleet-focused business model and writing the first business plan. In 2010 Michael was point person on Bright’s strategic-relationship deal with General Motors. Now a Senior Fellow, as a Vice President at Rocky Mountain Institute (RMI), Michael led the “Smart Garage” project on electric-vehicle (EV) infrastructure and helped create Project Get Ready, which coordinates over a dozen U.S. cities on EV readiness. Michael has worked at Boston Consulting Group (BCG) and Boeing Aerospace. He co-founded and was Vice President at Fiberforge (nee Hypercar, Inc.), an advanced materials developer.

In the 1990’s Michael was among the first to publish on the emergence of lightweighting and electrification as dominant trends in the automotive sector. He is cited extensively in the media, including The New York Times, Forbes, Fox News, MSMBC, Fast Company, and Popular Mechanics. Michael has presented widely, keynoting Automotive New’s World Congress as an example. He was a featured correspondent for the Discovery Planet Green network and was featured in the Discovery Science series Eco-Tech.

Michael has a B.S. in Earth Systems Science with honors from Stanford University, and he has a M.S. in Mechanical Engineering and an M.B.A. through the Leaders for Manufacturing program at the Massachusetts Institute of Technology.

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For more information,
www.brightautomotive.com

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